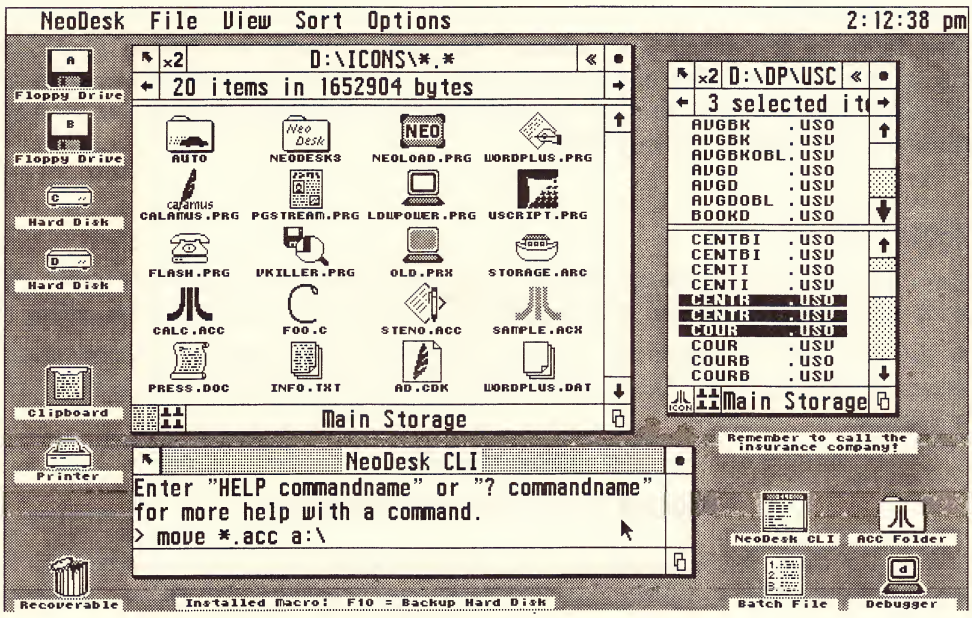
Gribnif Software Presents...

NeoDesk™ 3

The Ultimate Desktop



NeoDesk™ 3 is a complete replacement of the boring, built-in desktop that comes with the Atari ST. Its advanced, yet intuitive, graphical interface will make your computer both easier to use and much more powerful.

It is the easiest and most affordable way to realize your Atari's true potential. Many have called it "the ultimate upgrade for the Atari ST".

NeoDesk introduced the idea of placing your commonly used programs directly on the desktop while pioneering the concept of assigning different custom icons for individual files and folders.

Now NeoDesk 3 takes you a step further, introducing several new and original concepts which will make you want to scream "I want my NeoDesk 3!".

In addition to keeping commonly used files and programs on the desktop, you can now also keep folders on the desktop. And not to limit your creativity, with NeoDesk 3 you can even write *Desktop Notes*™ right on the desktop itself.

Only NeoDesk 3 allows you to look at two different parts of the same window, thanks to its amazing *Split Window* feature. Of course, each window can be set to display text or icons, independently of any other window. Each window can even have its own sorting and text options.

NeoDesk is also smart, using all of its available memory for file copying so that as many files and folders that will fit into memory are read in at once. No more useless disk swaps, even hard drives benefit from its speed and efficiency.

Add some of the other NeoDesk 3 features, such as a brand new Icon Editor, keyboard equivalents, desktop picture, file templates, *Active Icons*, and *Hot Keys* (execute your favorite program with a single key), then you have more than enough reasons to buy NeoDesk. But for those of you who need a little more, read on.

NeoDesk 3 now offers a unique *File Clipboard*™ which lets you temporarily hold files and folders in memory while you are busy doing other things. In a way, you can think of it as an automatically expanding and shrinking ramdisk.

You now also have the power of *Macros*, with which you can automate any series of desktop operations like opening windows, copying files, running programs, etc. These can also have *Hot Keys* assigned to them.

NeoDesk 3 even has special support for 5 1/4" floppy drives and formats all disks with the correct information so they work on most MS-DOS computers.

From low resolution to ultra high resolution, NeoDesk 3 supports up to 10 different resolutions in each system.

Of course, these features would not be useful unless they were easy to use. Rest assured, NeoDesk 3 has been designed to be "upwardly compatible". Use NeoDesk just like you used the original desktop, no need to forget all that you have learned.

It doesn't stop there. The included *Recoverable Trashcan* lets you recover files deleted with it at any time in the future. It was created using the *NeoDesk Developer's Kit*, which opens a whole new world of possibilities. There's also the *NeoDesk CLI* (both available separately), a complete window based command line interpreter which allows you to create pop-up menus, automate file operations, and much more.

No matter who you are, NeoDesk 3 has something for you. From helpful search capabilities to a powerful file reorder function. Thanks to its ability to remove itself from memory, it only needs about 35K of memory. Of course, there's lots more, which you can discover by ordering today!

NeoDesk 3 and the NeoDesk CLI are available from your local dealer, or order toll free by calling (800) 284-GRIB and get FREE 2nd Day Air (US only). Call or write for upgrade and other information.

GRIBNIF SOFTWARE
P.O. Box 350 • Hadley, MA 01035
Tel: (413) 584-7887 • Fax: (413) 584-2565

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Product History

NeoDesk was first introduced in May of 1988. It has been constantly upgraded since then. The current release of NeoDesk 3 is the culmination of three years of development.

Product Design

NeoDesk 3 conforms with the "GEM standard" using the easy to use drop-down menus, icons, and windows of the GEM environment. All development is carried out in accordance to the developer guidelines and documentation supplied by Atari Corporation. The product also undergoes a very intensive beta testing stage under which the product is exposed to both power and novice users of the Atari ST. These factors all help make NeoDesk one of the most solid and efficiently designed programs available for the Atari ST.

Before new features are added to NeoDesk, they are carefully scrutinized to determine the most efficient and user friendly method of implementation. Features are designed to solve several different problems at once. This prevents "feature bundling", where the program becomes so large and complex that it loses its original appeal and ease of use.

Marketing Overview

Since its original release, NeoDesk has become one of the best selling titles for the Atari ST. During the Christmas season of 1989 several U.S. distributors declared it one of their best selling titles.

NeoDesk has also risen in popularity. In late 1989, the highly respected British magazine *ST World* carried a survey of their readers. The results of this survey were disclosed as the *1989 ST World Awards*. NeoDesk was voted:

Best Utility
Overall Best Software Product

NeoDesk is one of those few titles which has a global appeal to all Atari ST owners. No matter what the customer purchases the computer for, NeoDesk has something for them. Dealers find that the product literally sells itself and requires very little support.

Many dealers have reported great success in using NeoDesk as a selling tool when trying to convince customers to buy an Atari ST. This is especially true when dealing with customers who are familiar with the new graphical interfaces on other platforms. Unlike other similar products for the Atari, NeoDesk has many features and capabilities which are simply not available on any other computer. This gives the dealer an edge, which when properly used can assist in finalizing a sale.

For well over a year now, Hybrid Arts has been including NeoDesk with all of their higher end systems. They find that NeoDesk makes it easier for them to sell the system to their customers.

Recently, Atari Canada began bundling the product with all of their Atari ST systems. This bundle is designed to give the ST a "new look" which will assist in the marketing of the computers throughout the 1990 holiday season.

The product has also been doing very well with its German, Swedish, and British versions (the latter distributed by GST Software Products, one of the largest ST software houses). Currently in the works are Italian, French, and Spanish versions.

Marketing Support

Gribnif Software backs up each copy with free technical support and free bad disk replacement. Ads regularly appear on all major Atari magazines, including *Start* magazine. Special Demo and Dealer copies are also available.

Product Information

For more information concerning this product and other Gribnif Software products, contact:

Gribnif Software, P.O. Box 350, Hadley, MA 01035. Tel: (413) 584-7887 Fax: (413) 584-2565